

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Devin F. Hosea, et al.	Examiner:	SHANG, ANNAN Q.
Serial No.:	09/877,974	Group Art Unit:	2424
Filed:	June 7, 2001	Docket No.:	<b>60136.0097US11</b>
Title:	METHOD AND SYSTEM FOR PROFILING ITV USERS AND FOR PROVIDING SELECTIVE CONTENT DELIVERY		

---

**AMENDMENT**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated September 14, 2010, Applicant respectfully requests reconsideration of the application and withdrawal of the rejections in view of the following amendments and remarks.

**Amendments** to the claims begin on page 2 of this paper.

**Remarks** begin on page 14 of this paper.